

January 20, 2006

Online Bill Payment Coming January 30

On Monday, January 30, we will introduce a new way for Town of Wake Forest utility customers to pay their electric and/or garbage collection bills. On that day, customers will have the opportunity to begin paying their utility bills online.

All residential and commercial accounts are eligible to make online payments, but you must first enroll online to take advantage of this convenient new service. Enrollment is easy. You just need your account number and service address as it appears on your bill. Once you begin the process, you will be asked to create a username and password because you will need them to access your bill.



Participating in our online payment program saves you time and money. Your account information is available 24-hours a day, 7-days a week from your home or office. The new service allows you to:

- Pay your utility bill with a MasterCard or Visa or debit card with MasterCard or Visa logos
- View your utility bill, current balance and due date
- Access your billing history, payments, and charges
- View historical consumption data

We are excited about offering this new service to our utility customers. We believe it is another way we are using our website to better serve our citizens. For more information about our online utility payment program, contact Customer Service Supervisor Drew Brown at 554-6107.

Town Hall Site Selection Public Meeting

A public meeting to gather input concerning the location of the new Town Hall is scheduled for Tuesday, January 24, from 6:30 to 8:30 p.m. The meeting will be held in the Board of Commissioners' Chambers in Town Hall.

The two locations under consideration are the DAB International Auto site at the corner of Elm Avenue and South White Street, and an area along Brooks Street, running from the parking lot at the corner of Owens Avenue to Elm Avenue.



Maps of these two areas along with a list of their potential pros and cons will be provided for review.

We are encouraging our citizens to attend this informal meeting to learn more about the proposed sites. They will be permitted to offer suggestions during the meeting and ask questions of local officials and staff from Little Diversified Architectural Consulting, the architectural firm retained by the town to design the building.

Time Warner Settlement Proposal

A settlement has been proposed in a class action lawsuit known as *Parker, et al. v. Time Warner Entertainment Co., et al.*, which claimed Time Warner Cable sold personal information pertaining to some of its subscribers to other companies for marketing purposes. The lawsuit claimed that Time Warner Cable is required to tell subscribers how it collects and uses their personal information, and that Time Warner Cable failed to do so in compliance with applicable law. Time Warner Cable denies any wrongdoing, but the parties have agreed to settle the lawsuit to avoid the costs and risks of a trial.

The proposed settlement will provide free Time Warner Cable services to anyone who subscribed to Time Warner Cable at any time between January 1, 1994 and December 31, 1998 and was on a list of subscribers whose information may have been sold.

DRC Meeting Reminder

Arnett Muldrow, the consulting firm hired by the DRC in the spring of 2005 to develop a marketing strategy for downtown, will give their final report at a public meeting Thursday, February 23, at 7 p.m. The meeting will be held at Town Hall.

Included in their effort to develop the marketing strategy, Arnett Muldrow 1) analyzed retail market data for downtown businesses; 2) developed a marketing timetable; 3) researched marketing opportunities; 4) designed a new brand identity, including a new logo and tag line; and 5) developed a signage strategy for downtown.

The February 23 event is the culmination of these efforts and a public unveiling of their work.

A capsule of the market analysis will be presented in order to help the audience understand how branding conclusions were developed. Additionally, the new downtown logo and branding tools will be presented, along with the downtown signage strategy.



Following the presentation, audience members will be permitted to ask questions.

January 12, 2006

2005 Year in Review

In case you haven't seen it, our [2005 Year in Review](#) has been posted on the website. We are rightfully proud of our successes over the past year and look forward to building on our accomplishments to experience even greater success in 2006. Be sure to check it out and let us know what you think. Do you agree with the items on the list or did we leave something off that you thought was especially noteworthy? Click [here](#) and let us know. We want to hear from you!

Public Hearing Set for Capital Improvement Plan

The first public hearing to gather public input for the town's Capital Improvement Plan (CIP) is scheduled for Tuesday, January 17. We are encouraging town residents to provide input in this important process.

The Capital Improvements Plan (CIP) is a five year plan identifying the Town's capital outlay and improvement needs. As a long range plan, the CIP reflects the Town's policy regarding long range physical and economic development. By providing a planned schedule of public improvements, the CIP outlines present and future public needs and priorities. A capital improvement is defined as any expenditure for equipment, buildings, infrastructure, land acquisition, plan or project in which the cost exceeds \$10,000 and the estimated useful life is greater than 1 year.

Capital project planning is an ongoing process. Each year the CIP document is updated. The need or idea for capital improvements can originate from the Mayor, Board, Citizens or Town staff. These items are compiled into this document and are presented to the Board of Commissioners each year. Through a series of work sessions, the Board's focus is on prioritizing the first year's expenditures. Once the CIP is approved, it outlines the Town's official commitment to funding these expenditures in the upcoming budget. During the annual budget process in the spring, the first year projects are refined and a financing plan is put into place within the Budget to fund those expenditures.



A CIP must be updated each year. Adopting a CIP does not end with the first year. Changing needs and priorities, emergencies, cost changes, mandates and changes in technology all require the CIP to be updated annually. The Town's public facilities, streets, parks, water lines, equipment, etc., are constantly in need of repair, replacement or expansion. A growing population will require additional or new facilities. These reasons require that the CIP be updated to maintain the financial solidity of the Town. The Town of Wake Forest's staff has updated the CIP each year since adopting the first document in 1985.

The CIP achieves the following objectives as a component of the Town's budget and financial planning process:

- Reduces the need for "crash programs" to finance the construction of Town facilities.
- Focuses attention on community goals, needs and capabilities.
- Achieves optimum use of taxpayer dollars.
- Guides future community growth and development.
- Advance planning ensures that projects are well thought out in advance of construction.
- Provides for the orderly replacement of capital expenditures.
- Encourages a more efficient governmental administration as well as maintains a sound and stable financial program.

Alston-Massenburg Center Gets a Facelift

The renovations and repairs at the Alston-Massenburg Center on North Taylor Street have been completed.

Over the past two months, workers gave the center a full makeover by painting inside walls and doors, installing a new tile floor, and completely refurbishing the kitchen. Improvements to the kitchen included the installation of new cabinets, a new counter top, a new sink, and the addition of new appliances, including a stove, microwave, and refrigerator.



Workers also replaced a significant portion of the Alston-Massenburg Center's roof, installed new flashing and down spouts, pressure washed the exterior of the building, and resealed the concrete blocks.

The total cost for the renovations and repairs was approximately \$24,000.

Click [here](#) to view the before and after pictures taken inside the Alston-Massenburg Center.

Final Presentation for Renaissance Plan Set for February 23

Arnett Muldrow, the consulting firm hired by the DRC in the spring of 2005 to develop a marketing strategy for downtown, will give their final report at a public meeting Thursday, February 23, at 7 p.m. The meeting will be held at Town Hall.

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Following the presentation, audience members will be permitted to ask questions.

January 6, 2006

"2005 Year in Review" Coming Soon!

I want to begin today's entry by wishing everyone the happiest of New Years! Already, 2006 is shaping up to be a busy year with all kinds of new projects and activities coming up. But that's one of the great things about living and working in this area. There's no shortage of things to do, and it's one of the many reasons I am proud to live and work in Wake Forest.

It's hard to believe that we're already a week into 2006. So much happened in 2005, it seems the past 12 months passed in a blur. Nevertheless, Town staff is very pleased with all we accomplished last year. From the development of our new website and the widening of South Main Street to the creation of the Community Response Team and the purchase of new park land - 2005 was certainly a year to remember.

Over the past several days our staff has been assembling a list of the town's major accomplishments in 2005. We will unveil a list of what we came up with right here on our website during the first part of next week, so be sure to check back and find out exactly which of

the town's successes made the list!

Public Meeting Schedules to Discuss New Town Hall

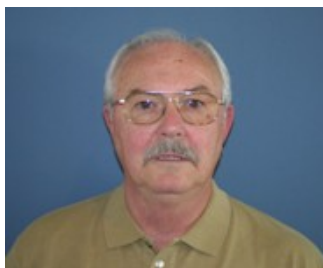
Mark your calendars because we have scheduled a public meeting for Tuesday, January 24, from 6:30 to 8:30 p.m. so our residents can come out and learn more about the two potential sites for our new Town Hall. This meeting will also present them with the opportunity to ask questions of Town staff or staff members from the architectural firm we have retained to design the building. There will be maps of the two sites along with a list of their potential pros and cons.



This public meeting will be in an informal setting and there will not be a formal presentation. The public can drop by anytime between 6:30 and 8:30 p.m. I strongly encourage you to take advantage of this opportunity to share your ideas about our new town hall.

Town Hires Parking Enforcement Officer

Police Chief Greg Harrington [recently announced](#) the hiring of Charles Mosier as our new parking enforcement officer. Mosier will be responsible for enforcing the town's parking ordinance. He will police the entire town, including the parking lots in all shopping areas. More specifically, he will monitor parking violations in handicapped and fire lanes.



Charles will keep a current record of the tickets he writes and document those who pay their fines and those who don't. People who receive a ticket but do not pay their parking fine will receive a letter reminding them to pay. The letter will also explain that if they do not pay the fine then they will be taken to court.

A former law enforcement officer, Mosier has served in several law enforcement agencies throughout his career, including Montgomery County Police Department, Rockville, MD; Greeley Police Department, Greeley, CO; Rodgers Police Patrol, San Diego, CA; University of San Diego, San Diego, CA; and the San Diego County Public Defender's Office, San Diego, CA.

E-News and E-Alerts are Now Available

I've noted several times in this space about how we are constantly looking for new ways to communicate with town residents more effectively. We are serious about keeping you informed about what's going on in and around Wake Forest and are excited - and rightfully so - about many of the recent communications initiatives we have introduced.

As you know, we unveiled our new and improved

[website](#) back in July. To coincide with the emergence of the new site, we initiated this web log as a way of sharing up-to-date information with you about our town. A few weeks after we got the new website up and running, we completed a makeover for Community Channel 10. It now has a similar look of our website and highlights a lot of important news you can use. We are excited about these initiatives and hope you view them as valuable references whenever you need information concerning the Town of Wake Forest.



We believe our recent introduction of E-News and E-Alerts is another progressive step towards even better, more effective communications with town residents.

Several months ago we began asking visitors to our website to provide their email address if they wanted to receive occasional correspondence concerning Town of Wake Forest programs, services, and special events. After collecting nearly 300 email addresses, we sent out the first installment of our E-newsletter in late November. After collecting close to 100 additional addresses during December, we sent out the December edition of E-News a couple of weeks ago.

Based on the feedback we've received so far from people who have been receiving it, E-News is a welcome source of information. We're glad people have enjoyed having it delivered directly to their email inboxes because we believe it is an effective way to keep our residents - and others who are interested - informed about what's happening in our community.

As part of the same effort, we sent out our first E-Alert this week. In case you haven't heard, we had a scheduled power outage Thursday morning at 2 a.m. We had announced the planned outage in a [press release](#), on our website, and on Channel 10. But thanks to our E-Alert system, we were able to send out an email Wednesday afternoon directly to nearly 400 town residents - just to make sure they were aware of the scheduled outage.

Clearly, we are convinced our ability to communicate directly with our residents is a tremendous benefit. If you haven't signed up to receive E-News, click [HERE](#) and give us your email address. Then, each month you will receive our E-Newsletter and occasional E-Alerts. The key word in

that last sentence is "occasional." We know how aggravating it is to receive unwanted and unnecessary emails, so we are mindful of how often we email you these updates.

But if you want to stay informed about what's happening in and around Wake Forest, I urge you to sign up today. Don't be the last to know!